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Sigma Delta Chi

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# The Fourth Estate

Vol. 3 No. 1 October, 1977 Department of Journalism  
Western Kentucky University

## Herald, Talisman win high awards

Western's student newspaper and yearbook, the College Heights Herald and the Talisman, received top awards in recent national competition.

The Herald received its 11th straight All-American rating, the highest honor given by Associated College Press.

The twice-weekly paper received "Marks of Distinction" credits in all five categories judged in ACP's critique of student publications.

Categories included: Content

and coverage, writing and editing, editorial leadership, physical appearance and photography, and graphics.

The Herald received all 900 points possible in content and coverage, and accumulated its highest overall total ever.

Judy Wildman, now a city government reporter for the Daily News in Bowling Green, was editor last spring semester, the period judged. Richard Halicks, a senior journalism

major and current editor of the Herald, was managing editor. Robert Adams is the faculty adviser.

The Talisman was given its fourth consecutive Trendsetter award by the Columbia Scholastic Press Association (CSPA) at their annual convention in New York earlier this month.

The 1977 book, "Flashback and Update," was delivered in August and judged in

September.

The Trendsetter is the highest award given by CSPA and only one is awarded in the nation.

The first Trendsetter award was given to the University of Oklahoma Sooner in 1973 and Western has won the award every year since then.

Donna Buckles, who is now a reporter for the Glasgow (Ky.) Daily Times, was editor of the 1977 Talisman. Roger Loewen is the faculty advisor.

## Bill McKeen joins journalism faculty

By Connie Holman

Bill McKeen made his journalistic debut as an advice columnist in the fifth grade.

"I wrote about the proper etiquette of wearing trolls," McKeen said. "I've enjoyed writing ever since."

Story subjects have changed, however, for McKeen, who is the newest faculty member in the journalism department.

An Indiana University graduate, McKeen has a bachelor's degree in history and a master's in journalism.

His first professional job was at The Courier-Tribune in Bloomington, Ind. "It was one of two daily newspapers in Bloomington," McKeen said.

He next worked on the Palm Beach Post's alternative magazine. After a few months, McKeen left to write for the Saturday Evening Post's book

and magazine staffs.

Although he was a teaching and research assistant as a graduate student, McKeen said teaching college students is a new and frightening experience.

"I teach four sections of basic reporting and one section of press history," McKeen said. "The press history students impress me. They're eager to learn and seemed starved for this kind of material."

Little do the students realize, McKeen said, that he got a "C" in his college press history course. "I'm practicing on them. It's as much a learning experience for me as it is for them."

"We're trying to go through American's journalism history in a fairly accurate way, first chronologically and then discussing different topics such as war correspondence and

continued on back page



Photo by Tim Hurst

Bill McKeen, Western's newest journalism instructor, came to the university after working for the Courier-Tribune, Bloomington, Ind.; The Palm Beach (Fla.) Post Magazine, and the Saturday Evening Post.



# Chapter to attend convention

Lexington junior Tom Eblen will be the Western Kentucky University chapter's delegate to the national convention of The Society of Professional Journalists—Sigma Delta Chi (SPJ-SDX) Nov. 16-19 in Detroit, Mich.

Eblen, along with 14 other chapter members and WKU SPJ-SDX chapter faculty adviser, Professor James Highland, are scheduled to participate in the four-day affair.

Tom Beesley, Murfreesboro, Tenn., senior, will be the chapter's alternate delegate, and Cathy Coffey, Louisville junior, is the chapter's candidate for national board of directors.

Other students who will attend the convention include David Banahan, Glasgow senior; Roger Malone, Louisville freshman; Jan Hepp, Bowling Green senior,

Edna Duggins, Caneyville junior; Al Tompkins, Bowling Green junior; Debbie Gibson, Bowling Green senior; Dan Pelino, Fairport, N.Y., junior; Tim Hurst, Bowling Green junior; and Jo Nell Bennett, Henderson junior.

Newsmakers and news reporters will be featured speakers and panelists at the convention.

Maxine Cheshire, Washington Post reporter and winner of this year's SPJ-SDX Distinguished Service Award for her reporting on efforts by South Korea to buy influence in Washington, will be the luncheon speaker, Thursday, November 17.

Awards to campus members will be presented at Friday's luncheon which also will feature Jane Pauley of the NBC Today

show and Ken Herman, winner of the Pulitzer Prize this year for his reporting on a Marine's training camp death in Texas.

The role of the media in terrorism and violence will be discussed by a panel which will include Charles Fenyvesi, editor of the National Jewish Monthly who was held hostage during the Hanafi Muslim siege last March in Washington, D.C.

A critique of the "Arizona Project" will include Newsday's Bob Greene, who directed the investigation by the Investigative Reporters and Editors, Inc., IRE into circumstances surrounding the death of Arizona Republic reporter Don Bolles.

Also on that panel are Maxwell McCrohon, Chicago Tribune managing editor and critic of the IRE project; IRE attorney

Edward Delaney and George Richardson, Wenatchee (Wash.) World managing editor. The World participated in the project.

President Jimmy Carter has been invited to speak at the Friday banquet.

Registration rates for the convention are: \$40 for professional delegate, alternate or spouse; \$50 for professional member of spouse; and \$35 for student member or spouse. Late registrants pay an additional \$5 in each category.

The new Detroit Plaza Hotel in the Detroit Renaissance Center will be headquarters for the convention. Rates will be \$34 for single rooms, \$44 for double rooms or twins, and \$10 per day for students three to a room. Suites range from \$86.

# Highland appointed to regional post

James L. Highland, faculty advisor for Western's chapter of the Society of Professional Journalists, Sigma Delta Chi was recently named Deputy Regional Director for SPJ-SDX region five.

Highland was appointed by Casey Bukro at the regional SPJ-SDX convention in Chicago, April 1-2. Bukro is the region five director and is environmental editor for the Chicago Tribune.

Highland will serve a one-year term and is responsible for the entire Kentucky area.

"We will be visiting with chapter officers at the University of Kentucky and Murray State University," he said, "the only other two places where SPJ-SDX has chapters besides Western."

"We will also be looking toward the possibility of establishing a chapter at the University of Louisville," he said.

Highland said he plans to work with existing chapters to implement the policies of the SPJ-SDX national board of directors by making sure the chapters maintain specific level of achievement.

"The chapters must provide service to media professionals by maintaining contact with professionals, inviting professionals to come to campus, and by making sure students have an opportunity to meet and talk with people who work in the field," he said.

Highland said the chapters must also provide an adequate program from year to year.

"The chapters are responsible for putting on at least three professional programs each year," he said "including speakers and dinners where professionals are invited to attend and participate.

"The whole purpose of SPJ-SDX is to do a better job journalistically, and that necessitates bringing speakers onto campus," said Highland.

Highland has been a member of SPJ-SDX since 1960. He was treasurer and one of the charter members of the North Central Oklahoma Professional Chapter. In 1973, along with a group of students, he started the chapter at Western Kentucky University. He was also elected to serve on the Louisville Professional Chapter board of directors for two one-year terms.

# Twenty Western students serve summer internships.

Twenty journalism and communications students from Western worked this summer as interns with newspapers, radio stations and other communications media.

Members of Western's SPJ-SDX chapter were: Tom Eblen, Land Between The Lakes, Golden Pond; Mary Pace, WKCT; Bowling Green; Cindy McCaleb, WFKN, Franklin; Jo Nell Bennett, The Gleaner, Henderson; Debbie Gibson,

Kentucky Educational Television, Lexington; Robin Vincent, Valley Advertiser, Louisville; Terry Jones, Tompkinsville News, Tompkinsville; Pat Hohman, WHAS, Louisville; Jill McSweeney, WAVE, Louisville; Edna Duggins, Grayson County News, Leitchfield, and Jan Hepp, The Record, Louisville.

Other Western students were Betsy Ashcraft, Wenz and Neely,

Louisville; David Frank, The Tennessean, Nashville; Sara-Lois Kerrick, Daily Enterprise, Elizabethtown; Pam Eldridge, Allen County News, Scottsville; Debbie Harvey, administrative internship, Frankfort; Richard Halicks, Atlanta Journal; Don Bruce, Crittenden County News; Mike White, Associated Press, Louisville, and Mark Lyons, Land Between The Lakes, Golden Pond.



## Loewen named national adviser of year

Talisman adviser, Roger Loewen, has been named Distinguished Yearbook Adviser, Four Year Campus, of 1977, by the National Council of College Publications Advisers (NCCPA).

Loewen was among 30 nominees for the national honor, according to Richard H. Sublette, NCCPA awards committee chairman.

An assistant professor of journalism, Loewen has advised the yearbook since fall, 1971. Since then the Talisman has received the Columbia Scholastic Press Association's Trendsetter Award three consecutive years. It has also earned Medalist honors, Marks of Excellence, N.S. Patterson Award of Excellence, All-American ratings and the Five-Star Award.

Loewen will receive the award Oct. 28 at the NCCPA Awards luncheon in New Orleans, La.



Talisman adviser Roger Loewen helps a photography student choose negatives at the High School Publications Workshop last summer.

## J-graduates: *Where they are now*

Tom Patterson, class of '71, is now sports editor of The Clarion (Jackson, Miss.) Ledger.

Jerry Potter, class of '72, is working as a sports writer at the Clarion Ledger.

Don Collins, class of '76, is also working as a sports writer at the Clarion Ledger.

Tom Caudill, class of '76, is working as a reporter for the Park City (Bowling Green, Ky.) Daily News.

Carl Krull, class of '76, is a technical illustrator for the Hobart Corp., Troy, Ohio.

Donnie Beauchamp, class of '76, is a photographer for the Henderson (Ky.) Gleaner-Journal.

Bruce Edwards, class of '76, is a photographer at the Park City Daily News.

Verenda Smith, class of '75, is a sports writer for the St.

Petersburg (Fla.) Times. She is also sports editor of the bureau paper at Clearwater, Fla.

Bill Matlock, class of '75, is a reporter for the Paducah (Ky.) Sun-Democrat.

Robin Chard, class of '75, is now assistant editor of the Franklin (Ky.) Favorite.

Roger Harris, class of '75, is working for the Voice-Jeffersonian at St. Matthews, Ky.

Teri Matteson Hurst, class of '75, is now the women's editor of the Park City Daily News.

Scott Applewhite, class of '73, is a photographer for the West Palm Beach (Fla.) Post-Times.

George Wedding, class of '75, is also a photographer for the West Palm Beach Post-Times.

Al Cross, class of '76 is the editor and general manager of the Leitchfield (Ky.) Gazette.

Mary Lynn McCubbin, class of '75, works in the public relations office at General Electric in Scottsville.

Chris Stanton works in the advertising department at Stewart's in Louisville.

Steve Russell, class of '74, is a copyeditor at the Louisville (Ky.) Times.

John Lucas, class of '73, is working for the Crittenden Press in Marion, Ky.

Louis Allen, class of '75, is now working as a reporter for the Jackson (Tenn.) Sun.

Mark Kroeger, class of '73, is a reporter for the Evansville (Ind.) Press.

Jed Dillingham, class of '74, is a reporter at the Dawson Springs (Ky.) Progress.

Jerry Elam, class of '74, is director of the journalism

department at Central Florida Community College at Ocala, and is the adviser to the student newspaper, The Patriot.

Marti Spinks, class of '74, is working in the advertising, sales, and promotion operations at General Electric in Albany, N.Y.

Nancy Davis Loyd, class of '74, is now working in the public relations department at the Louisville Courier-Journal and Louisville Times.

Stephanie Madison Bateman, class of '74, works in the public relations department at Kentucky Fried Chicken in Louisville. She edits The Buckett, Kentucky Fried Chicken's monthly magazine.

Georgia Hiesterman, class of '76, is a reporter for the Quad-City Times in Davenport, Iowa.



# Graduates reflect on the 'real world'

By Jan Hepp

Tom Caudill, a former College Heights Herald editor who is now a reporter for the Park City Daily News, told a group of journalism students that the key to being a reporter is "doing the best job you can with the time you have."

Another former Herald editor turned Daily News reporter, Judy Wildman, said, "A lot of the job is routine and not glamorous, but it's fun."

The two, speaking at a Sigma Delta Chi meeting in September shared some of their experiences as new reporters and explained how the professional world differs from classroom journalism.

"Our classes and working on the Herald prepared us fairly well," Caudill said, but he added that some necessary techniques are "stuff that can't be taught in a classroom."

"You never learn to appreciate a deadline when you're in college," he said. When working on class assignments or for the Herald or Talisman, he said students can spend several days writing a story.

"Editors are not that understanding," Wildman said. "The community depends on what you write."

Dealing with editors is sometimes a problem, they said.

"News is what the editor says it is," Wildman said. She told of covering a fountain in Bowling Green for almost a month.

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## *'You never learn to appreciate a deadline when you're in college...'*

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"People in city hall get tired of telling you why it doesn't work, and you get annoyed with having to ask them."

Caudill said a reporter needs a background in several areas, like government and math, to be able to handle reporting court and budget news.

When she was studying the court system in class, Wildman said she told herself, "I don't like to do this, I like to do features. Now I have a job doing it every day."

Reporters also have to learn to deal with the confusion of a newsroom, Caudill said.

"Newsrooms are not quiet places where you go off by yourself and think," he said. "You have to work under some chaotic circumstances."

Working outside the newsroom was an adjustment too. Caudill said a reporter never really leaves his job.

"Wherever you go, whatever you do, you're listening to what's happening," he said. College students have a tendency to tune out what is going on in the community and in the world, he said.

"The most important part of being a good reporter is being

interested in people and what they do," Caudill said.

Wildman said a reporter has to learn to be critical and evaluate things, but that "tends to make you feel superior."

She warned against looking down on people and told of covering a tractor pull she thought was "dumb and a waste of money."

After the assignment, she said she recognized that tractor pulls are important to some people and they want to read about them.

The reporters said learning to cover a beat also requires special skills.

"You can't expect to go in the first day and develop a Pulitzer Prize-winning story," Caudill said.

He advised new reporters to develop a beat gradually by talking with people and developing their trust by quoting them accurately.

Being a newspaper reporter is a big responsibility, they said.

"What you write down can have a telling effect on people's lives," Caudill said. "In class, you can be as careful, it's not as if 25,000 people are going to

read your story when it comes out in the paper."

Caudill said 70 to 75 per cent of the homes in Bowling Green subscribe to the Daily News, and that presents "a lot of responsibility for four reporters" at the local paper.

Caudill said it would be helpful for students to have more discussion about the role of the newspaper in comparison to the broadcast media.

"Broadcasting plays a vital role in informing the public," he said. "It's ridiculous to ignore broadcasting."

Wildman said newspaper reporters can't be "scornful" of broadcasters "because you complement each other." She advised students to learn that the broadcaster's function is just as important as the reporter's.

"Newspapers have to adapt to the times to have a vital role in an increasingly broadcast society," Caudill said.

He pointed to the trend toward news briefs in newspapers as an effort by papers to adapt, but added that newspapers are responsible for reporting the news in depth.

When working as a reporter, Wildman said there "just isn't time to do things 'just so.' Don't lower your standards any, but be realistic."

The best way of covering the news is taught in school, she said, and by learning the best way, "You can adjust to the confines of time, space and confusion."

# PRSSA chapter named for Kelly Thompson

The Western Kentucky University chapter of Public Relations Student Society of America was renamed the Kelly Thompson chapter at the second Annual PRSSA Awards Dinner, May 8.

Dr. Kelly Thompson, president emeritus and president of the College Heights Foundation at Western, was honored for his contributions to the University and public relations.

In response, Dr. Thompson inaugurated a public relations scholarship in the name of Western's former Dean of Public Affairs and Public Relations, Robert G. Cochran. Cochran, who served Western from 1955-70, began his public relations career under the leadership of Dr. Thompson in 1948 as a field representative.

Chapter President Brian Collins said, "Dr. Thompson's name will

encourage us to strive for the professionalism he has shown in education and public relations."

Western's Fine Arts Festival Committee was named recipient of the university public service award. John Warren Oakes, chairman, accepted the award on behalf of the committee. Since its beginning in 1973, the Festival has attracted nationally and internationally-known performers to the Western stage.

Mrs. Romanza Johnson, home economist at Bowling Green Municipal Utilities, was honored for her contributions to Bowling Green-Warren County. Mrs. Johnson, president of the Kentucky Home Association, has been involved in various community projects and is currently chairman of the 1977 Bowling Green-Warren County Heart Fund Drive.



# Nurse to journalist, change wasn't easy

By Robin Vincent

Exchanging one work role for another is as simple for a child as changing from a policeman's hat to a fireman's. For adults already settled into a profession, such a change is more difficult.

Since returning to college last fall, Jan Hepp has concentrated on changing her professional tools from a nurse's cap and stethoscope to a typewriter and pencil. She hopes to graduate from Western in December with a journalism degree.

I worked at Louisville General Hospital for the University of Louisville department of obstetrics and gynecology," Miss Hepp, who was graduated from Western in 1974 with an associate's degree in nursing, said. "I worked as a nurse for two years and one month...and the job was just getting old."

The salary limits of an associate's degree in nursing initially prompted Miss Hepp to return to school.

"I was planning on changing jobs anyway," she said. "It's not really enough education for a really good job and you are more or less regulated to staff work. I decided I was going to come back to school to get more education and just decided that I didn't want to continue in nursing."

Learning to live on a tight budget was the main adjustment Miss Hepp said she had to make after returning to school.

When I worked, I made a pretty good salary and had unlimited funds," she said. "I could pretty much spend what I wanted to."

"With paying rent on the apartment, insurance and upkeep on the car and tuition and books, I had to train my spending habits. I didn't have an income anymore and I had to live on what I had." Miss Hepp said her schooling is being financed with savings from the years she worked.

Although she expected some adverse reactions from her family about returning to school, Miss Hepp said their overall reactions were favorable.

"They surprised me because

they were very much in favor of it. In fact, my dad was thrilled," she said.

"All along they told me they knew I was dissatisfied and they thought I would be making a change pretty soon anyway," she added. "My brothers kind of surprised me. They told me they thought I was crazy for giving up a job that paid good money."

Miss Hepp said her work experience has helped her feel more comfortable in a classroom situation than she did before.

"The first time around I don't know if I had an inferiority complex or what, but I really wasn't as outgoing as I think I am now. I think the experience probably helped me feel a little bit more sure of myself when volunteering opinions."

"Going out to work and then coming back changes your outlook on the experience a little bit. I think you really have to be certain of your decision the second time around," she said. "When you come back and you're supporting yourself, it's your cash, and you make every dollar count. And you make your education count too."

Miss Hepp said her biggest challenges since coming back to school have been journalism classes and work.

"I guess my most challenging courses have been my journalism courses, because I came into this with really no background at all," she said. "I never worked on the paper in high school and I guess I really didn't know what I was getting myself into. But I had always liked writing and thought this would be a good opportunity."

Despite the age difference between her and many students she works with on the College Heights Herald staff, Miss Hepp said she seldom feels uncomfortable.

"Sometimes the social aspect does get to me," she said. "I do have sort of a problem because most of the guys down here are somewhat younger than I am."

In spite of the disadvantages, Miss Hepp said she would advise others to come back to school if they wanted to.



Photo by Tim Hurst

## Jan Hepp

"I think if you're dissatisfied you ought to do something about it," she said. "If going back to school would help you make a career change or a lifestyle change that would get you out of the rut you're in, I think it would be very helpful. I also think it helps give you a new outlook on life."

Although her career plans following graduation are not complete yet, Miss Hepp said she plans to be open minded about

job possibilities.

"The first time I went through school I really thought I had things planned so perfectly," she said. "It didn't work out, so this time I'm a little hesitant to make any definite plans. I'm going to try to be a little more flexible this time."

After acquiring a degree and going to work, a career change can be made in much the same way Jan Hepp is doing it. But it isn't as easy as changing hats.

## Gibson and Eblen head SDX chapter

Debbie Gibson, a senior photojournalism and government major from Bowling Green, has been elected to a second term as president of Western's Sigma Delta Chi chapter.

Miss Gibson was also elected last fall but left during the spring semester for a state government administrative internship in Lexington at Kentucky Educational Television.

Tom Eblen, a journalism

sophomore from Lexington, was elected vice-president. Eblen is a staff writer for Western's student newspaper the College Heights Herald.

Jan Waldron, a junior journalism major from Chesterfield, Mo. was elected treasurer.

The new secretary is Gary Moore, a sophomore journalism major from Murray. Moore is a sports writer for the College Heights Herald.



## McKeen is new professor

continued from page 1

sports writing.

"Sometimes it is hard to make interesting," he said. "Sometimes I run out of notes when there's still 15 minutes left in class. But that's ok. I just do a little soft-shoe for them."

McKeen said he is lucky to have his new position because he knows dozens of journalists who are still in school getting Ph.D.'s and waiting for jobs.

He said he is impressed with the other faculty members. "They're nice, smart and good as educators," he said. "Sometimes I sneak into their classes. I would have like to have had them as my instructors."

The former fifth grade advice columnist then chuckled and smiled. "I'm using a lot of cliches, but the cliches seem to fit."

So does McKeen.

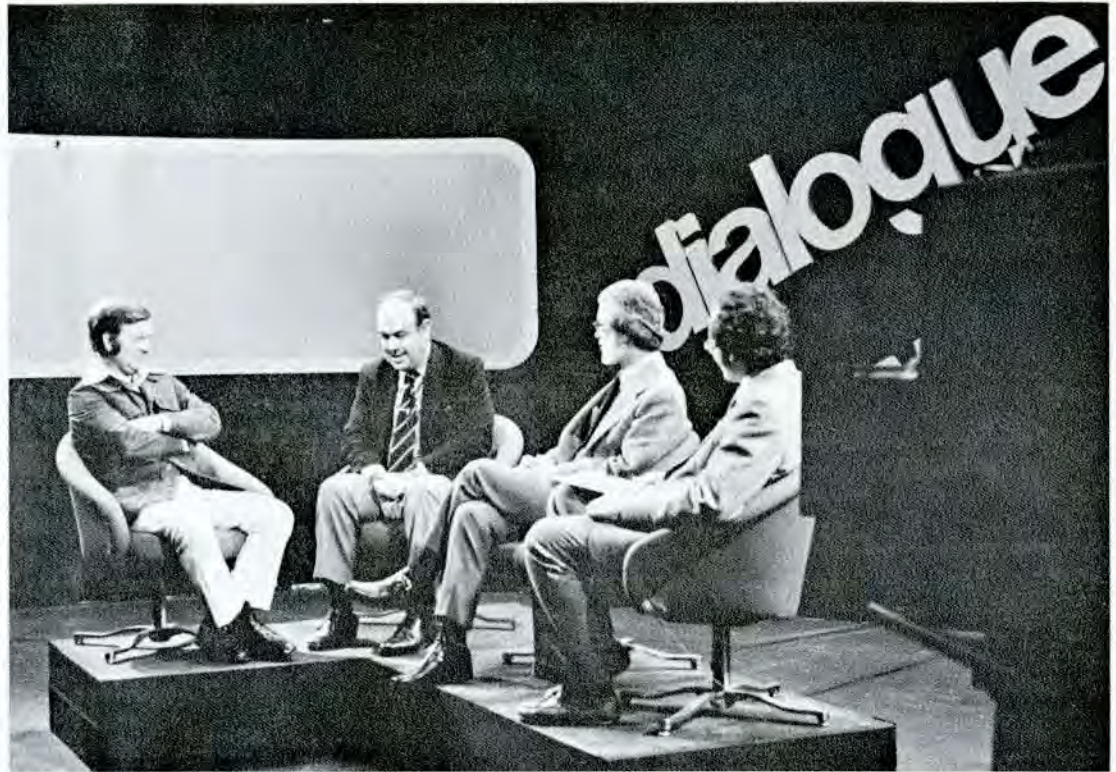


Photo by Tim Hurst

CBS correspondent Charles Kuralt (second from left) appears on Western's Educational Television with (from left) Hal Wolford, news director for WEHT, Evansville, Ind.; Dr. James Heldman, head of Western's English department, and Robert Teske, assistant professor of folk studies.

# Workshop helps train high school journalists

By Tom McCord

For 10 humid days this summer, June 19-29, 59 high school journalists covered Western snapping photographs, interviewing teachers and editing copy as part of Western's sixth annual high school journalism workshop.

In addition to a tight schedule of morning to evening classes, lectures, lab sessions and an awards banquet, the students published a summer issue of the College Heights Herald, Western's student newspaper.

"My favorite part of the workshop was the staff," Donna Sweeney, a Daviess County High School student, said. "I got \$10,000 worth of education in 10 days for \$130."

The staff included six journalism faculty members: David Whitaker, Robert Adams, James Aussenbaugh, Jack Corn, Roger Loewen and Michael Morse, as well as David Sutherland, a former faculty member who is now a staff

photographer for the Louisville Courier-Journal and Times.

Other journalists who participated in the two-hour lecture sessions were Courier-Journal staff members: David Hawpe, assistant state editor, Carolyn Lee, accent editor, photographer Paul Schuhmann and Julie Dodd, former newspaper advisor at Lafayette High School in Lexington, Ky.

"A lot of the students don't have a background in journalism," Bob Adams, workshop instructor in print journalism said. "It's kind of a cram course."

Adams said he liked the "overall attitude" of the students. "They're all interested and I've been pleased with them."

The focus of the workshop was on how each yearbook, newspaper or photograph the students created could be improved.

Western students Mary Pace, Alfina Mami, Connie Holman

and Lewis Gardner served as assistants and dorm counselors.

"I would have liked to come to one of these workshops when I was in high school," Miss Pace, an SDX member, said. "They've got a good group of instructors here and any newspaper and yearbook should be improved next year."

At the conclusion of the workshop, five \$200 scholarships to Western were awarded at an awards banquet.

The Fourth Estate is published quarterly by the Western Kentucky University chapter of The Society of Professional Journalists, Sigma Delta Chi in cooperation with the Office of University Publications and the Department of Journalism.

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